

# BCBG

## NEW YORK

Introducing **BCBG New York**  
the hottest must-have corp-core capsule from **BCBG**



BCBG Group is pleased to unveil **BCBG New York**, a new modern, versatile, complementary capsule collection within its Spring/Summer 2024 line, designed to redefine contemporary dressing while drawing inspiration from the multifaceted spirit of New York fashion. The exclusive collection presents a curated blend of coveted trends and classic must-haves.

BCBG New York presents its cosmopolitan inspired assortment, with stunning model, public figure, and charitable ambassador, [Aoki Lee Simmons](#). Embodying BCBG New York's essence of modern femininity and the harmony of day-to-night style, Aoki showcases the captivating duality of her lifestyle of fashion and post-graduate life, bringing a unique blend of elegance and intellect to the visuals for the SS24 capsule.

Tailored for the bold and confident individual, the collection showcases an array of approachable crisp suiting, classic separates, and breezy dresses. The BCBG New York capsule is thoughtfully crafted to seamlessly transition from daytime corp-core chic to memorable nights and everything in between. BCBG New York will inspire and empower women in every facet of their lives by striking the perfect

balance between highly sought-after styles and refined, polished aesthetics. The limited-time collection weaves in BCBG's commitment to upholding the highest standards of quality, with an approachable price.



BCBG New York's SS24 capsule collection is now available at select retailers, inviting individuals to embrace the brand's modernized versatility and sophisticated approach to fashion. Learn more at [BCBG.com](https://www.bcbg.com) and follow #bcbgnewyork for all the New York inspired looks.

###